

Mobile Contest Winner Marc on FDA Tobacco Regulations

[Announcer] This podcast is presented by the Centers for Disease Control and Prevention, in partnership with the U.S. Food and Drug Administration. CDC – safer, healthier people.

[Narrator] The FDA Center for Tobacco Products recently launched a new program to deliver information about tobacco product regulations via text messaging, and held a contest to recognize four users. We are pleased to talk to one of the winners in today's podcast. Marc works for the RJ Reynolds tobacco company, on their trade marketing development team. We recently met with Marc in North Carolina, where he discussed why it's important to stay up-to-date on FDA's role in tobacco regulations.

[Marc] I feel it's very important for everyone to be very knowledgeable as to what's going on with the FDA regulation so they can make the right decisions and develop the right plans to do the right thing.

What I know about the Tobacco Control Act is it provides the FDA the authority to regulate the industry. And it's ever evolving and, more specifically to my industry and my job, it has an impact on our customers, the retailers, and the wholesalers.

[Narrator] Marc told us why FDA's Break the Chain of Addiction website has been useful to him.

[Marc] It's very important in doing my job from the standpoint that I play a role in developing communications to our retailers and our wholesalers, so I like to have good knowledge of all the information that's available to pass along to them and provide them direction of where they can access the information as well.

[Narrator] Marc provided insights on his experience with FDA's Tobacco Regulations Mobile Texting Program

[Marc] The text messages compliment the information on the FDA website where it's very consistent and also the information on the text is very concise and gives me an opportunity to circle back to the website, FDA.gov, to obtain more detailed information.

[Narrator] Congratulations to Marc for his interest and involvement in FDA's tobacco regulation efforts.

[Marc] What I'd like to add about FDA's tobacco regulation is we have common goals. Primarily being preventing youth access to tobacco, as well developing science-based regulation in the industry. To achieve that, I believe that two-way on-going communication will be critical to give us the best chance to succeed in achieving those goals.

[Narrator] Thank *you* for working with the FDA and your state to break the chain of tobacco addiction among America's youth. Keep tobacco out of their hands. It's the law and the right thing to do.

[Announcer] For the most accurate health information, visit www.cdc.gov or call 1-800-CDC-INFO, 24/7.